



WDAF-TV

# ORDER

Print Date 10/31/12

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Flight Dates 11/02/12-11/06/12

Contract / Revision 587548 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser Now or Never PAC

Agency Smart Media Group LLC

Buying Contact Nicole Graff

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # N01N06

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PAC POL

Product Codes PL2B

Priority DEFAULT

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 200300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	50075
KCWE	%	0
KMBC	25%	50075
KMCI	%	0
KPXE	%	0
KSHB	%	0
KSMO	25%	50075

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$42,563.75	\$50,075.00	900.00	10/29/12	11/06/12	44	\$42,563.75	\$50,075.00
<b>Totals</b>	<b>44</b>	<b>\$42,563.75</b>	<b>\$50,075.00</b>	<b>900.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$500.00		0.00			
N 2	4	11/05/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$500.00		0.00			
N 3	4	11/02/12	11/02/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	----F--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$150.00		0.00			
N 4	4	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **587548** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Now or Never PAC**

Product

Estimate # **N01N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	4	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$150.00		0.00			
N 5	4	11/02/12	11/02/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	----F--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$150.00		0.00			
N 6	4	11/05/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$150.00		0.00			
N 7	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$500.00		0.00			
N 8	4	11/05/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$500.00		0.00			
N 9	4	11/02/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00			
N 10	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00			
N 12	4	11/05/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	00.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$300.00		100.00			
N 14	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	00.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$300.00		100.00			
N 15	4	11/02/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	2	\$825.00	1	00.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$825.00		0.00			
N 16	4	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MT-----	:30	4	\$825.00	1	00.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$825.00		100.00			
N 17	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	2	\$500.00	1	00.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$500.00		100.00			
N 18	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **587548** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Now or Never PAC**

Product

Estimate # **N01N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 18	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00		
N 19	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00		
N 20	4	11/04/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00		
N 21	4	11/03/12	11/03/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$200.00	2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$200.00		0.00		
N 22	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00		
N 23	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00		
N 24	4	11/02/12	11/02/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	----F--	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00		
N 25	4	11/05/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00		
N 26	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$1,800.00		0.00		
N 27	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$1,800.00		0.00		
N 28	4	11/04/12	11/04/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00		
N 29	4	11/02/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$3,500.00	1	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$3,500.00		0.00		
N 30	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$3,500.00	1	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Order Sep 00:15:00

Advertiser Now or Never PAC

Product

Estimate # N01N06

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 30	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$3,500.00			0.00			
N 31	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1			\$1,000.00			0.00			
N 32	4	11/04/12	11/04/12	NFL Early Game NFL on FOX 12p	CM-All	12p-CC	-----S	:30	3	\$5,000.00	1	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		3			\$5,000.00			0.00			
N 33	4	11/04/12	11/04/12	NFL OT on FOX NFL OT on FOX	CM-All	OT on FOX	-----S	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$1,900.00			0.00			
N 34	4	11/03/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$600.00			0.00			
N 35	4	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	2	00.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$600.00			100.00			
Totals														44	\$50,075.00